

Second Annual
Valley of the Moon
Vintage Festival



September 25 - 26, 1948

OFFICIAL PROGRAM 10c

Sebastiani Wineries

PRODUCERS OF
FINE SONOMA WINES
SINCE 1904

Sonoma, California



Second Annual
VALLEY OF THE MOON
VINTAGE FESTIVAL

Presented by the

Valley of the Moon
Vintage Festival Association, Inc.

SATURDAY and SUNDAY
September 25 and 26, 1948



FETTERS

Hot Springs Hotel

Modern Hotel - Cabins - Dining Room

Circus Room and Cocktail Bars

Large Swimming Pool

Dancing

Chemical Test Proves

Fetters Spring Water Best

New Owners—Mr. and Mrs. Arthur Schoell

Phone Sonoma 5838

Fetters Hot Springs, Calif.

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OFFICERS
VALLEY OF THE MOON
VINTAGE FESTIVAL ASSOCIATION
1948

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J. P. Serres

SECRETARY
Elizabeth Weiss

TREASURER
Marion L. Greene

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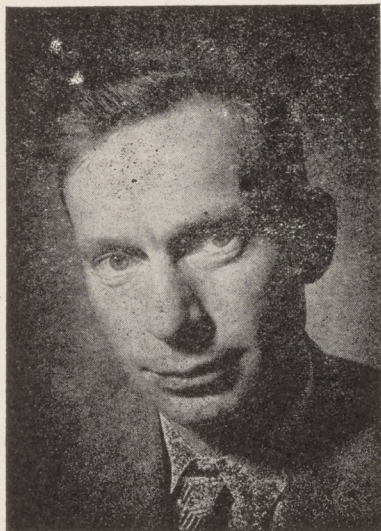
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**Modern Hotel - Dining Room - Banquets
Cocktail Lounge**

Al Rozario

Delpha Rozario



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Farmer-Businessman
as your
**Representative in
CONGRESS**

Glen Ellen Winery and Distillery

Producers of Fine Wines and Brandies

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Glen Ellen, Calif.

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PROGRAM OF EVENTS

SATURDAY, SEPTEMBER 25

ALL DAY—Window Displays around Plaza and vicinity.

Wine Exhibit—Sonoma City Hall.

Country Fair—Sonoma Plaza.

Strolling musicians and Festival entertainers.

WHITEHEAD MOTOR CO.

Repair Work On All Makes of Cars

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ELECT...

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SATURDAY, Continued

ALL DAY—Mission Paintings by Chris Jorgensen—exhibit, Chamber of Commerce.

2:00 p. m.—Horse Drawn Parade.

2:30 and 3:00—Tour of Historic Homes.

Tickets \$1.20, on sale in Plaza.

Weller-Hopkins Furniture Co.

“On The Plaza”

Napa St., Sonoma

DeLuxe Cleaners

We Call and Deliver

Sonoma, Calif.

Phone 2524

IN APPRECIATION

The Valley of the Moon Vintage Festival Association takes this means of expressing its appreciation and thanks to the many individuals and organizations who have so generously contributed to the production of the Second Annual Vintage Festival held under its auspices.

The contributors to whom the association are indebted are too numerous to mention in these pages, but they may expect our personal letters of acknowledgement and sincere thanks.

DR. DAVID T. JONES,
President

Boyes Hot Springs Bath House and Casino

Drop In At the
FOLK DANCE
At the Boyes Ball Park

SATURDAY, Continued

3:30-4:30—Sonoma Wineries Open House—Sebastiani.

5:00—Period Costume Show—Open Air Theater in Plaza.

Swiss Hotel

Swiss and Italian
Dinners
Chinese Food
Imported - Domestic
Liquors
Sonoma, Calif.

REVA'S DELICATESSEN

Home Cooked Foods
Ready For the Table
Open 8 A. M. to 10 P. M.
235 W. Napa St.
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Complete Bar Service

Swedish Smorgasbord

Sport Shop

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**Boyes Hot Springs,
Calif.**

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Decorating - Antiques

and Refinishing

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EL DORADO HOTEL

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Featuring

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Liquors - Cocktails

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and**

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SATURDAY, Continued

8:00—Spanish Wedding Procession—Spain Street
on Plaza to Mission.

9:00—Grand Vintage Ball—Sebastiani Hall
\$1.00, tax included.

L. S. SIMMONS

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Druggist
Est. 1903

Sonoma, Calif.

MISSION

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EVERYTHING IN
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and

EVANS

Sonoma

Sonoma
Yellow Top

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Dial 5588

Andrew's
Tavern

In the Valley of the
Moon

Sonoma

Art and Olga Andrews

Welcome to Sonoma . . .

Johnnie's Tavern
and
Restaurant

113 E. Napa St.

Sonoma, Calif.

SUNDAY, SEPTEMBER 26

ALL DAY—Window Displays around Sonoma Plaza and vicinity.

Wine Exhibit—Sonoma City Hall.

Country Fair—Sonoma Plaza.

Strolling musician and Festival entertainers.

ALL DAY—Mission Paintings by Chris Jorgensen—exhibit, Chamber of Commerce.

Friberg's
DRUG STORE

"The Rexall Store"

Sonoma, Calif.

Compliments of

Rustic
Inn

Glen Ellen, Calif.

In Sonoma County, it's the

AGUA CALIENTE

The Place for Fun and Frolic

Delicious Food

Unusual Entertainment

Dine and Dance Even

in the

BEAUTIFUL CACTUS GARDEN

SUNDAY, Continued

10:00 a. m. and 10:30 a. m.—Tours of Historic Homes.

Tickets \$1.20 on sale in Plaza.

Religious Services, Sonoma Valley Churches during morning.

CHARLIE'S TAVERN

Sebastiani Bldg.

Sonoma, Calif.

NAPA MILLING and WAREHOUSE CO.

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it's the place to go!

ENTE HOTEL

nce Every Night

a the

CACTUS ROOM

For Reservations

Telephone Sonoma 5564

Your Hosts: Ed Levitt and Tom Aleccia

SUNDAY, Continued

1:00 p. m.-5:00 p. m.—International Folk Dance
Exhibition, auspices Folk Dance Federation of
California—Lichtenberg Field, Boyes Springs.

5:00 p. m.—Period Costume Show—Open Air
Theater, Sonoma Plaza.

Quality Service

Courtesy

PLAZA MARKET

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Fruits - Vegetables

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Homemade Raviolis
Cocktails
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Home Furnishings
Appliances
Sal Argento & Son

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COMPLIMENTS OF

G. H. HOTZ

S o n o m a

SUNDAY, Continued

8:00—Spanish Wedding Procession—Spain Street
on Plaza to Mission.

9:00—Awarding of Prizes in front of City Hall for
window displays, parade entries, costumes, etc.

THE ORANGE BOWL

Hamburgers
Homemade Chili
Soft Drinks

Between Boyes Springs
and Sonoma

HOMER R. BOSSE

Complete
INSURANCE
Service
Sonoma 2696

Valley of the Moon Vintage Festival Association
welcomes you to a program of
FOLK DANCING
sponsored by the
Folk Dance Federation of California
To Be Held At
Lichtenberg Field, Boyes Springs
Sunday, September 26, 1948
From 1 p. m. to 5 p. m.

P R O G R A M

1. CIRCLE SHOTTIESE (PROG.)
2. OKLAHOMA MIXER (PROG.)
3. FADO BLANQUITA
4. SPANISH CIRCLE WALTZ
5. RUSSIAN POLKA
6. CIELITO LINDA
7. HOPAK
8. ST. BERNARD

Squares—Caller, Danny Howe

9. COTTEN-EYED JOE
 10. CUMBERLAND SQUARE
 11. TOTUR
 12. PEASANT DANCE
 13. PRIDE OF OLD ERIN
 14. GYPSY WINE
 15. HAMBO
 16. SKATERS WALTZ
-

Squares—Caller C. Reindollar

EXHIBITIONS

1. COUNTRY DANCERS OF HEALDSBURG
"TATRA"CARPATHIAN
2. SILVERADO FOLK DANCERS
"WEAVING DANCE"SWEDISH
17. ITALIAN QUADRILLE
18. SHERR
19. ISLAND SCHOTTIESE
20. KOLOSSELJANCKA
KOLOSNEBESCO
21. DORIS WALTZ
22. TARANTELLASICILIAN
23. KOROBUSHKA
24. ROAD TO THE ISLES

Squares—Caller Danny McDonald

25. TARANTELLANEOPOLITAN
26. ALEXANDROVSKA
27. DASHING WHITE SERGEANT
28. TRIPLE SCHOTTIESE
29. MEITCHI PUTZ DI
30. CORRIDO
31. MEXICAN WALTZ
32. GLOWORM

Squares—Caller Ed. Kremers

33. RANCHERA
34. VARSOUVIENNEPROG.
35. JOLLITYPROG.
36. BLACK HAWK
37. ESPAN
38. VIENNESE WALTZ

MASTER OF CEREMONIES.....CHARLES REINDOLLAR
HOSTS.....BOYES SPRINGS BOOSTER CLUB
REFRESHMENTS.....BOYES SPRINGS BOOSTER CLUB

CALIFORNIA MISSION PAINTINGS

By CHRIS JORGENSEN

During the winters of 1903-1904 and 1904-1905 the artist traveled over El Camino Real from San Diego to Sonoma by horse and buggy to visit and paint all of the Missions.

Upon completion of the collection, the original sketches were presented to his son, Virgil Jorgensen, of Sonoma.

The Valley of the Moon Vintage Festival Association takes pride in presenting the collection in public exhibition for the first time.

The exhibit is located in the Chamber of Commerce quarters on the north side of Sonoma Plaza.

Following is a catalogue of the pictures on display.

Catalogue of Paintings

Mission San Diego de Alcala—July 16, 1769—near San Diego. Painting Nos. 1, 2, 3.

Mission San Carlos Borromeo del Carmelo (Carmel).

Originally at Monterey, June 3, 1770—moved to Carmel December, 1771. Painting Nos. 4, 5, 6.

Mission San Antonio de Padua, July 14, 1771—(Padua) twenty miles from King City. Paintings Nos. 7, 8, 9, 10.

Relic at Padua—Left by Fr. Junipera Serra II.

Mission San Gabriel Arcangel, Sept. 8, 1771—nine miles from Los Angeles. Paintings Nos. 12, 13, 14.

Mission San Luis Obispo de Tolosa. Sept. 1, 1772—at San Luis Obispo. Painting No. 15.

California Mission Paintings, Continued

Mission San Juan Capistrano, Nov. 1, 1776—Sixteen miles from Santa Ana, Orange County. Paintings Nos. 16, 17, 18, 19, 20, 21, 23.

Confessional at Capistrano, Painting No. 22.

Mission San Buenaventura, March 31, 1782—At Ventura. Painting No. 24.

Mission Santa Barbara, Dec. 4, 1786—at Santa Barbara. Paintings Nos. 25, 26, 27, 28, 29, 30, 31.

Mission La Purisima Concepcion, Dec. 8, 1787—near the Santa Inez River in Santa Barbara County. Paintings Nos. 32, 33.

Mission Nuestra Senora de la Soledad, Oct. 9, 1791—near Soledad, Monterey County. Paintings Nos. 34, 35.

Mission San Juan Bautista, June 24, 1797—forty miles south of San Jose. Painting No. 36.

Mission San Miguel Arcangel, July 25, 1797—nine miles north of Paso Robles, San Luis Obispo County. Paintings Nos. 37, 38, 39.

Mission San Fernando Rey de Espana, Sept. 8, 1797—twenty-three miles north of Los Angeles. Paintings Nos. 40, 41, 42, 43, 44, 45.

Mission San Luis Rey de Francia, June 13, 1798—forty-five miles north of San Diego. Paintings Nos. 46, 47, 48, 49.

Mission Santa Ines, Sept. 17, 1804—forty-five miles northwest of Santa Barbara. Paintings Nos. 50, 51, 52, 53, 54, 55.

Pala (Branch of Mission San Luis Rey)—1816—sixty-five miles from San Diego. Paintings Nos. 56, 57, 58.

Santa Isabel—(Branch of Missions San Diego and San Luis Rey)—seventy-one miles from San Diego. Paintings Nos. 59, 60.

Mission San Francisco Solano de Sonoma, July 4, 1823—at Sonoma. Painting No. 61.

**Congratulations to
the Festival**

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Night

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Building Materials - Hardware

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Boyes Hot Springs ——— AND ——— Sonoma

This second annual Valley of the Moon Vintage Festival on September 25-26, 1948, honors the wine and grape industry in Sonoma Valley, founded 91 years ago by the Hungarian nobleman, Count Agoston Haraszthy.

Almost 100 years have passed since Haraszthy came to California. In his two decades in the State he helped to increase wine production about fifty-fold, from a reported 58,055 gallons in 1850, to around 3,000,000 gallons. Since then

Valley Hardware

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Everything for the Home

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Sonoma, Calif.

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and
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412 Broadway
Sonoma Ph. 2518

The SONOMA
INDEX-TRIBUNE
Leading Newspaper of the
Valley of the Moon
Established 1878
JOB PRINTING
of quality

there has been more than a fifty-fold increase of this larger figure, to 177,000,000 gallons, gross, of table and dessert wines, in the year 1946-47—and the wine is better than before. Haraszthy, if alive today, would be overjoyed to see this, but he would not be content to stop there. He never let reality catch up with his dreams. (The last paragraph is taken from "The Authentic Haraszthy Story" by Paul Fredericksen.)

Try Jack's Famous
Old Fashions
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Sonoma, Calif.

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FINE FOODS
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MENDEL'S CAFE
Fine Food
On the Plaza
Boyes Hot Springs

Ninety-One Years Ago

the fines wines of Buena Vista, upon which the whole wine industry of California was to be built, were slowly mellowing in oak casks in cool dark tunnels in Sonoma's hills.

Today

delicate wines from the Buena Vista Vineyards are again slowly finishing in the same tunnels at the historic winery of Count Agoston Haraszthy, the father of California viticulture.

When they are ready in the months to come, we hope Sonoma will have cause to be proud, and that you too will enjoy these fine varietals—

*Johannisberger Riesling, Cabernet Sauvignon
Rhine Wine Types and Burgundy*

from the

Buena Vista Vineyards

BONDED WINERY NO. 4428

(The Historic Haraszthy Champagne Cellars)

Sonoma

SONOMA INDEX-TRIBUNE PRINT

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